

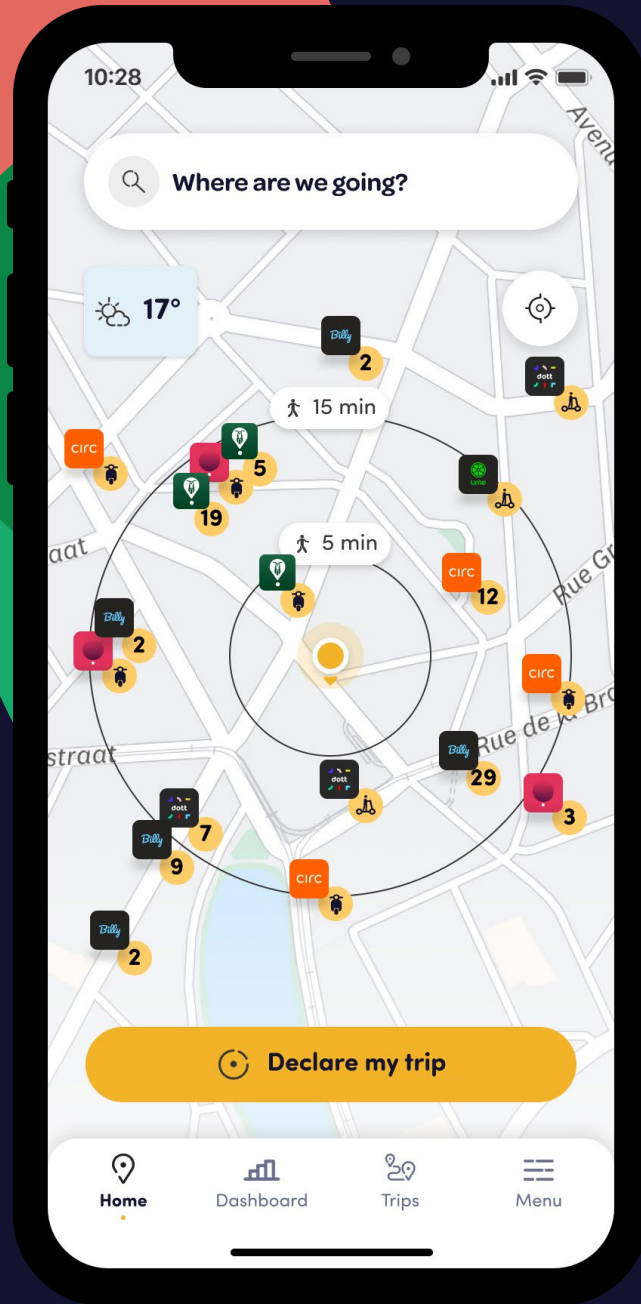
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Smartmove

Intelligent Road User Charging

October 23rd 2023



Proper mobility pricing influences road usage – The Brussels Case

The Brussels-Capital Region, the capital of Europe, faces serious fiscal and mobility challenges impacting the health of its economy

From ...

IMPROVING AIR QUALITY BY REDUCING EMISSIONS

Phase 1
(started in 2016)



 **850,000+** taxed Heavy Goods Vehicles (HGVs) in 2019

 **€850M+** of taxation

Phase 2
(started in 2018)




 **5M+** vehicles monitored yearly


 **€11M** recurring revenues


To ...

INFLUENCING & MANAGING MOBILITY FLOWS

Phase 3
(Pilot Testing ongoing)







 **30%** less time wasted in traffic





 **12%** more kilometres by foot & bike

LEZ OUTCOMES ...

... Since 2018

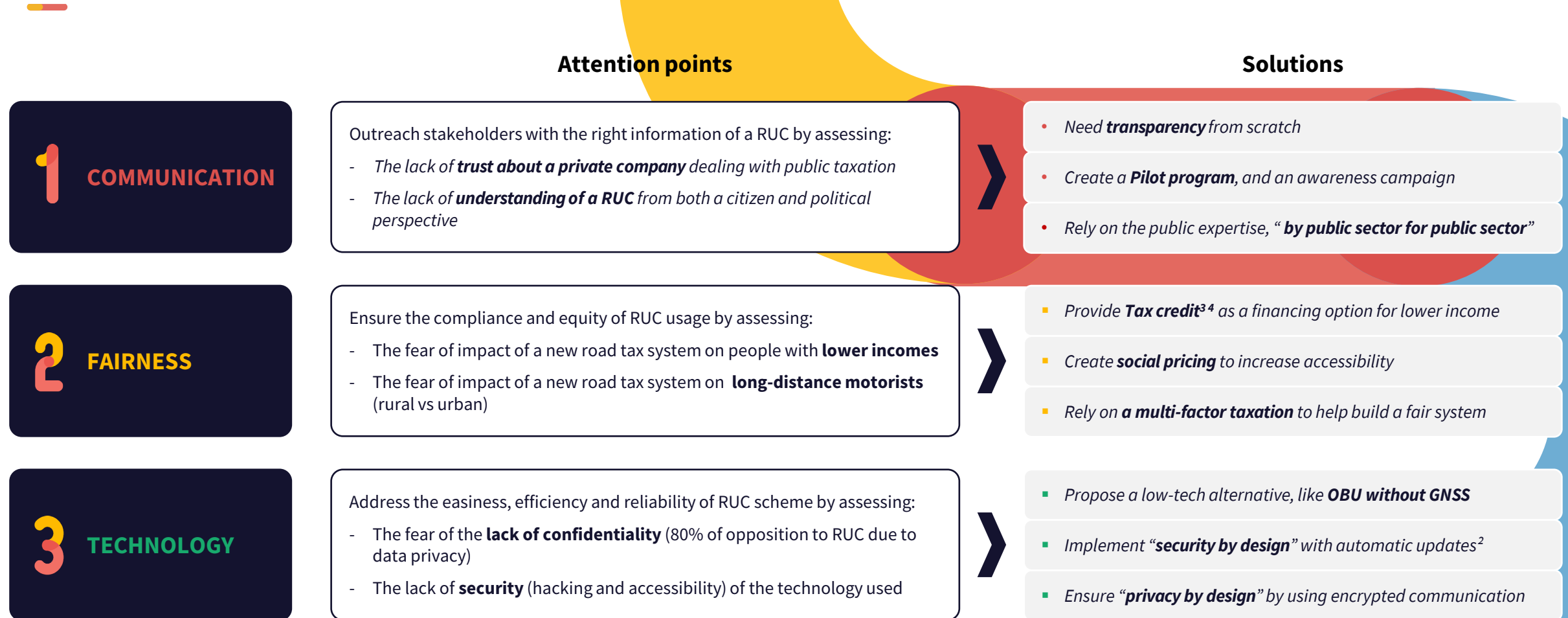
-  **95 -97%** reduction of forbidden vehicles since the implementation of LEZ
-  **21 %** reduction in NOx emissions from road transportation
-  **By 2030** avoid 100 to 110 premature deaths each year
-  **Up to €350M** economies for public health

SMARTMOVE ESTIMATED IMPACT

-  **+30%** less time wasted in traffic
-  **7.7%** fewer kilometres driven by cars during rush hour
-  **5.3%** reduction in CO2 emissions from traffic
-  **12%** more kilometres by foot and by bike

Acceptance factors of Light Vehicle RUC & the pricing scheme

There are some points of attention that are common to several regions about the acceptability of a RUC scheme. Solutions have been found to tackle them.



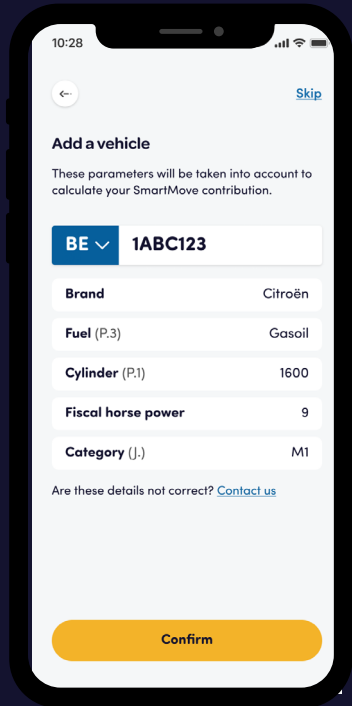
Notes : ⁴A Tax credit is a tax reduction that can be converted in a refund

Sources: ¹TRANSIT-Etude_tarification_kilometrique; ²OBNL Internet society: international association under U.S. law to promote and coordinate the development of computer networks around the world; ³Davis Levinson, Equity effect of Road Pricing : Review; ⁴TRAJECTOIRE Quebec

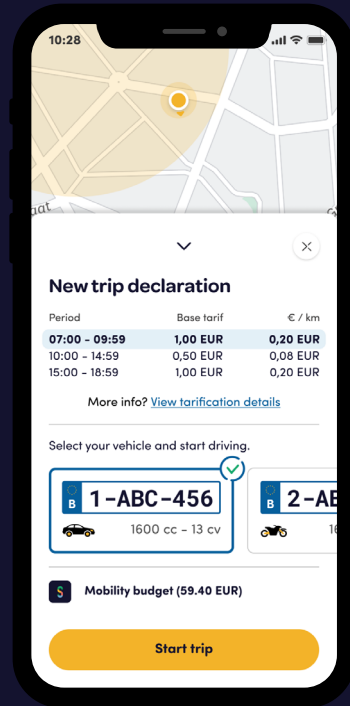
An innovative solution : SmartMove

SmartMove SaaS product enables an end-to-end experience, from trip recording to access to all the mobility services

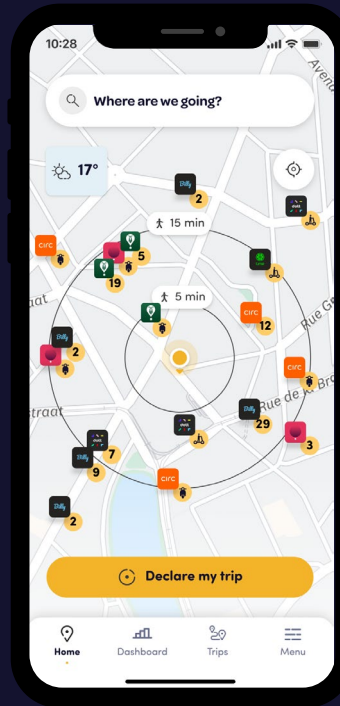
Registration to the App and onboarding journey



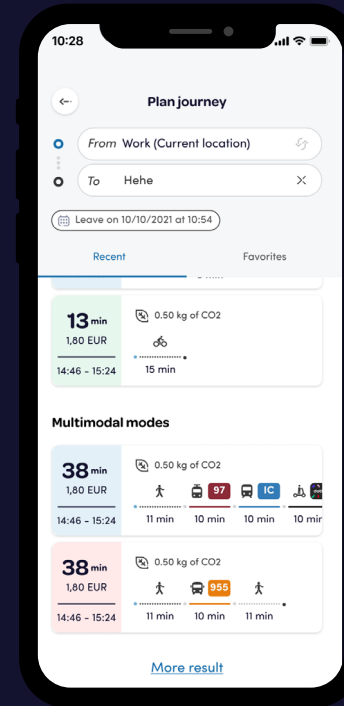
Record and declare your driven kilometers



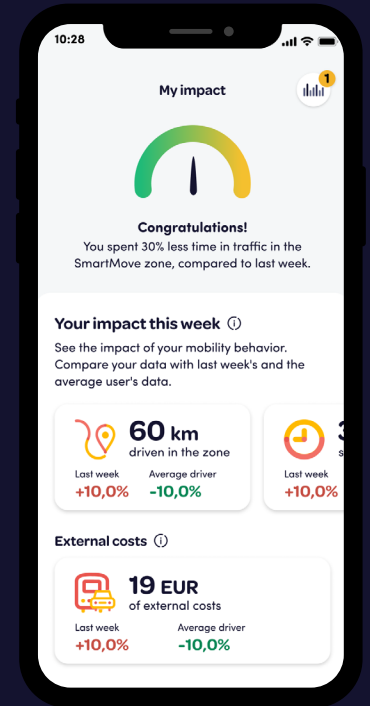
See live information about mobility services



Access the route planner and see different trip options



Access the dashboard with nudging messages



INTEGRATION

Library & integrations

SERVICES

- User, Vehicle and Billing
- Map Matching
- CRM Software
- Omni Channel
- Websites and CMS
- Data Hub and Data Lake
- MaaS Orchestrator
- EETS Providers

SmartMove to tackle excise duties loss and regulate mobility supply

A smart and integrated solution can support governments to acquire new critical capabilities and tackle all together these three unprecedented shifts

3 converging shifts driving unprecedented change...

1 Taxation

A shift in taxation is required to avoid incremental **losses on excise duties** mainly due to EV market penetration

2 Sustainable Mobility

A shift in mobility habits towards a more **sustainable and accessible transportation** system is required

3 Smart Cities

A shift towards more **sensing technology and data analytics** to develop intelligent mobility and manage the **mobility flow and related**

...that an integrated solution can address by combining:



A Smart solution

To steer mobility flows, gather data, and manage congested areas.



Behavioral science techniques

To nudge users towards alternative means of transportation and off-peak hours



A fair taxation

To tackle the growing mobility poverty phenomenon and promote tax equity

Let's Connect

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